

Jupiter Communications presents

# ONLINE MARKETPLACE '95

C O N F E R E N C E

Keynote Speaker  
**Jay Chiat**  
Chiat/Day



**JUPITER**  
COMMUNICATIONS  
COMPANY

ADVERTISING  
BANKING  
SHOPPING  
FINANCIAL SERVICES

**CHICAGO** April 18 - 19

Day Two Keynote  
**Martin Nisenholtz**  
Ameritech

**NetGuide**



**Ameritech**



**InteractiveAge**

# DEAR COLLEAGUE

**1995 WILL BE THE YEAR** that transactions become THE killer application of the online world. Bill payment, fully-enabled banking, catalog shopping, travel and ticketing, event marketing, and many other fee-based transactions will drive online and interactive platforms to new heights. Billions of dollars will be spent on products purchased online. Millions of users (read: **customers**) will be flocking to their computers and demanding compelling ways to spend their money. In the next five years, a shopping trip will increasingly mean a trip to the computer, not a trip to the mall. Can you afford to ignore these affluent, eager-to-buy consumers?

**ONLINE MARKETPLACE '95** is designed to answer the following questions:

- What are the demographics of the computer shopper?
- Will the traditional reluctance to do transactions online begin to disappear in 1995, or will it take much longer?
- Will encrypted transactions become standard, or will competing formats leave a disjointed market?
- What kind of sales are online catalogs generating currently; what will the numbers be in the coming year?
- Will online travel and ticketing services make travel agents obsolete?
- How should I exploit the Internet, and particularly the World Wide Web, to market my product?
- Advertising is expected to permeate the online world. What is the right way to do ads in an online environment without alienating a notoriously cynical audience?
- How will the Intuit-Microsoft alliance affect online? How will it change banking? Can anyone else compete?

**THE LONG-AWAITED EMERGENCE OF ONLINE** as an effective medium for all sorts of transactions is upon us. The time to act is now. Those who ignore the online world as a marketing and sales vehicle do so at their own peril.

**ONLINE MARKETPLACE '95** is designed to help traditional marketers, online players and start-up companies make the right moves in the new digital business environment. The program will offer speakers from companies already doing business, and making profits, in the interactive marketplace. Specific cases and strategies for online marketing will be detailed.

Please take a moment to examine our program and decide for yourself whether your business can miss out on this crucial forum on online marketing.

Sincerely,

**Gene DeRose**

President,  
Jupiter Communications

## DAY ONE: Tuesday, April 18

**8:15 a.m.**  
REGISTRATION

**9:00 a.m.**  
OPENING REMARKS  
**Gene DeRose**, President,  
Jupiter Communications

**9:15 a.m.**  
DAY ONE KEYNOTE  
**Jay Chiat**, President & Founder, Chiat/Day

**10:00 a.m.**  
ONLINE MARKETING & TRANSACTION: EXECUTIVE PANEL  
While previous efforts at selling goods and services online have been experimental, the environment is ripe for an explosion of transactions and advertising. The push to market a host of products interactively is very real—the vapor has wafted away. An array of online marketing leaders debate the legitimacy of the net as an emerging consumer marketplace.

**Ross Glatzer**, President & CEO, Prodigy  
**Marty Levin**, Creative Director of  
Interactive Marketing, Microsoft Network

**David Bauman**, VP, American Express  
**Bill Melton**, President, CyberCash, Inc.  
**William Tobin**, President, PC Flowers Inc.  
MODERATOR: **Don Tydeman**, Vice  
President & Publisher, CMP/NetGuide

**11:45 p.m.**  
ONLINE ADVERTISING:  
DELIVERING THE MASS  
MEDIA REVENUE BASE  
Advertising may be the revenue vehicle that drives usage fees down and spurs an explosion in online subscriptions. But what comes first: a critical mass of users to draw ad accounts, or advertising funds to allow lower user fees? Savvy advertisers are already testing the digital waters. The latest concept is to place ads online that are in fact hot buttons linking the user with the advertiser's home page.

**Alan Cohen**, Exec. Vice President, NBC  
**Leslie Laredo**, Director,  
Ziff-Davis Interactive  
**Marian Salzman**, Director, Emerging  
Media, Chiat/Day Advertising  
**Robert Young**, President,  
ProductView Interactive

**1:20 p.m.**  
LUNCHEON

## AFTERNOON ONLINE TRANSACTION TRACKS:

### TRACK ONE: FINANCIAL SERVICES

**3:00 p.m.**  
BANKING & BILL PAYMENT  
After years of investing in new devices, savvy banks are realizing that consumers may want to do transactions over the PC—perhaps even paying fees for the convenience of doing so. One sure bet is bill payment, which is emerging as the killer application for home banking. But will banks be left out of this process?

**Richard Crone**, Senior Manager,  
KPMG Peat Marwick  
**Catherine Allen**, VP, Citibank  
**Mark Burns**, VP, Chase Manhattan Bank

**4:30 p.m.**  
PERSONAL FINANCE  
Personal accounting software dwarfs the fickle consumer online services industry with its millions of fanatical, value-oriented users. Marrying this enormously successful product to the emerging net marketplace will redefine how consumers do business online. And while the appealing mix of investment, finance and transaction processing has so far escaped most major brokerage houses, discount powerhouses have moved to interactivity in force.

**Leslie Koch**, General Manager, Microsoft  
**Bill Anderson**, Pres./CEO, Block Financial  
**Jeff Leibowitz**, Exec. VP, Reality Online  
**Blake Darcy**, CEO, PC Financial Network

### TRACK TWO: SHOPPING

**3:00 p.m.**  
RETAIL-A-RAMA: ONLINE  
SHOPPING & CATALOGS  
Narrowband services are becoming increasingly viable for major retailers. The online store can now look forward to selling more than just techie-accessories. Once a CD-ROM catalog is integrated with an online service, the look and feel can be complemented with up to the minute pricing, inventory and ordering information.

**Michael Minigan**, VP, New Business  
Development, 2Market  
**Melanie McCarthy**, VP, HSN Interactive  
**Richard Houskamp**, Pres./CEO, WorldShop  
**David Sickert**, Director, Catalog One

**4:30 p.m.**  
ONLINE GROCERY &  
DELIVERY SERVICES  
Same-day delivery of merchandise has become a staple of telephone shopping, and the instant 800-number approach is now a fast-growth area for the PC/modem, too. And despite our need to "feel the fruit," the demographics of cocooning America suggest that this will increase dramatically over time, as instant, customized services cater to time-pressed consumers. But is it too early for such services?

**Fred Schneider**, Director, Andersen  
Consulting SMART STORE  
**Sandy Goldman**, President & CEO,  
ShopperVision Express  
**Thomas Parkinson**, Founder/EVP, Peapod  
**Daniel Flamberg**, Sr. VP, Dial-a-Mattress

**6:00 p.m. COCKTAIL RECEPTION**

**JUPITER**  
COMMUNICATIONS  
C O M P A N Y

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March 6 1995

Dear Colleague:

Get ready for an exciting online event. Jupiter Communications will host its first annual Online Marketplace conference, April 18-19 1995 at the Sheraton Hotel in Chicago, Illinois.

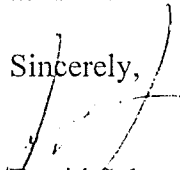
Our Feb. Online conference in New York was a complete sellout with the entire interactive industry watching closely. The conference was one of the industry's most successful. With over 700 CEOs, Presidents, Vice Presidents and senior executives in attendance, the conference was like a Who's Who in the Online community. Notable speakers included: Russ Siegelman, Microsoft, Ted Leonsis, America Online, Jim Kinsella, Time Magazine, Jeff Gentry, Home Shopping Network, Gordon Bridge, AT&T, Erica Gruen, Saatchi & Saatchi, and many many more.

The Chicago event is equally exciting!. Top industry leaders from around the world will talk about current industry trends as well as predictions for the next 12 months. Key companies, large and small will demonstrate new online technology. The world press will be covering the event. Take a look at our attendance roster. These are the companies you need to do business with.

Because of your company's prominence in the field, we would like to offer you the option of sponsoring either a breakfast, luncheon or evening reception at the conference. It's an unparalleled opportunity to promote your company's services and or products to our attendees -- your best customers! Sponsorships range from \$3,000 to \$10,000. Sponsors will be included in our direct mail promotions, advertising campaigns, press releases, etc. You will also receive a booth in our exhibit hall, ads in our coursebook and be able to mail to attendees.

Sponsorship opportunities are limited. Our direct mail campaigns will be going out shortly. I urge you to call me today at (212) 941-9252 to reserve your sponsorship space at the conference. I can also be reached by FAX at (212) 941-7376.

Sincerely,

  
(David) Schwartz  
Director of special events  
Jupiter Communications

# Jupiter Communications

## BACKGROUNDER

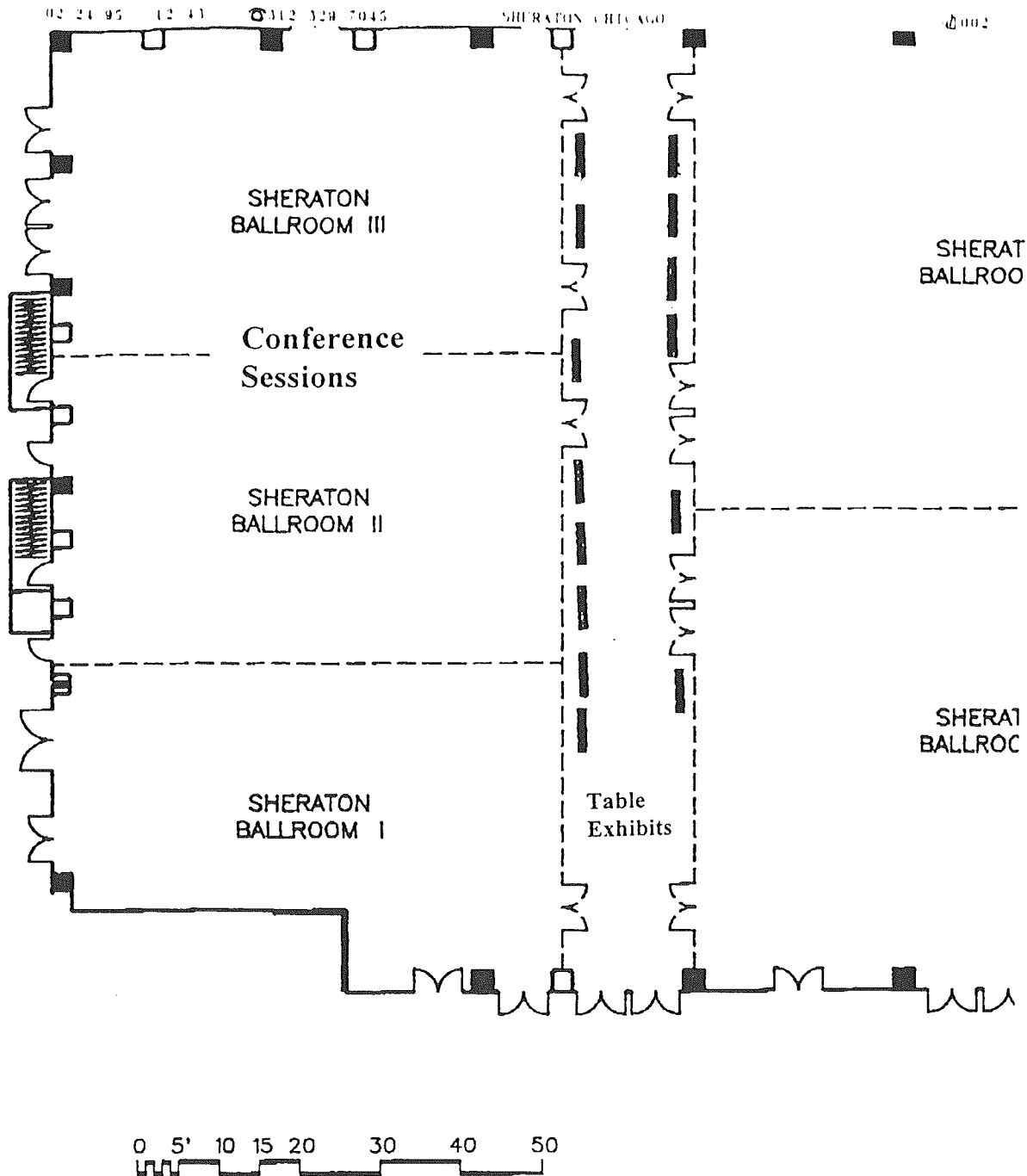
Jupiter Communications, LLC, is a New York City-based research, consulting and publishing firm specializing in emerging consumer online and interactive technologies. Our research reports, newsletters, multi-client studies and industry seminars provide clients and customers with focused research and strategic planning support as they develop interactive products and services. Jupiter clients typically include major global companies from across several converging industries, including media, entertainment, technology, communications, and consumer marketing. Jupiter's research mandate is to provide a comprehensive strategic view of the emerging consumer interactive world.

**Conferences:** Jupiter seminars and conferences are key meeting places for the industry's elite leaders, strategic planners, alliance managers and industry press. While conferences are designed to provide a wealth of information and business planning support for developers, all events offer opportunities for sponsorship, exhibits and presentation for companies and speakers. Jupiter's 1995 industry seminars are the CONSUMER ONLINE SERVICES II CONFERENCE, the ONLINE DEVELOPERS II CONFERENCE, ONLINE MARKETPLACE '95, the GLOBAL ONLINE SERVICES CONFERENCE, DEFINING THE ELECTRONIC CONSUMER IV, and CIA VI—INTERACTIVE TELEVISION.

**Newsletters:** Jupiter publishes INTERACTIVE CONTENT, which tracks the consumer online services industry; CONSUMER INFORMATION APPLIANCE, the industry source for information on emerging access devices for the home; and THE DIGITAL KIDS REPORT, the interactive and online edutainment monthly.

**Research Reports:** Jupiter publishes several research reports every year on a range of topics. Reports focus on market sizing, alliances, future development and overviews of consumer interactive technologies such as interactive television, online services and new access devices for the home. Just-published reports include THE CONSUMER ONLINE SERVICES REPORT, THE AMERICA ONLINE REPORT, and THE ONLINE NEWSPAPER REPORT. Best-selling reports include the TELCO VIDEO SERVICES REPORT, THE HOME SHOPPING REPORT, THE PRODIGY REPORT.

**Packaged Services, Consulting, and Multi-Client Studies:** Jupiter also provides a number of proprietary, custom and retainer services for interested clients. These include: the CONSUMER ONLINE PLANNING SERVICE (COPS), which packages available research, publications and seminar attendance for development teams; CUSTOM RESEARCH WORK AND CONSULTING, where Jupiter analysts prepare specific, customized market studies, competitive analyses and industry overviews; and MULTI-CLIENT STUDIES, where several companies participate in long-term market research, business planning and market projection projects. Past MULTI-CLIENT STUDIES have included THE NEXT GENERATION TELEPHONE STUDY; the latest study currently gathering clients is THE CONSUMER INTERNET ACCESS STUDY, which launches in spring '95.



# **Sheraton Chicago Hotel & Level 4 - Ballrooms 1-10 Divider Layout**

## **Online Marketplace 95**

Jupiter Communications Show Sponsor  
1-800-488-4345 Fax: (212) 941-7376



**Table Top  
Exhibitor Space Application**

**April 18-19  
Online Marketplace 95  
The Sheraton, Chicago, Illinois**

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Please enclose a description (in 50 words or less) of company, lines, merchandise, supplies, etc, you plan to exhibit at the 1995show.

**Down payment MUST accompany this contract.**

Please call for clearance of products or literature you wish to distribute at the show.

Booth space will be sold through show date or as long as space is available. Booth space will be allocated on a first-come, first-served basis. 50% non-refundable deposit with contract, balance due April 12.

**Booth Fees:** Booth fee includes 1 pass to the conference. Additional passes at discount. You may bring additional help to man the booth. Includes show sign, company description in program guide, press releases on press table, reception, and any press announcements from show. Call for PRESS conference arrangements.

**8' Table top display \$2,500**

includes: chairs, skirt etc.

**Electric \$50 per** 15 amp circuit: # of circuits \_\_\_\_\_

**Telephone lines \$150 per line:** # of lines needed \_\_\_\_\_

Number of tables needed: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please remit payment to:

**Jupiter Communications  
594 Broadway #1003  
New York, N.Y. 10012  
(212) 941-9252 Fax: (212) 941-7376**

**Please reserve your discounted hotel rooms now. Sheraton 1-312-329-7001.  
Sponsor opportunities for luncheons, reception and breaks also available. Please  
call for details.**

# LIST OF ATTENDEES TO THE CONSUMER ONLINE SERVICES II CONFERENCE

2MARKET	3M COMPANY	800 FLOWERS
ABBOTT LABORATORIES	ACCLAIM ENTERTAINMENT	ADVERTISING AGE
AGORA	AIC CONFERENCES	ALCATEL AUSTRIA AG
ALEX BROWN & SONS INC.	ALLTEL PUBLISHING CORPORATION	ALPHA SQUARE TV
AMERICA ONLINE	AMERICA'S TALKING	AMERICAN LAWYER MEDIA
AMERICAN LUNG ASSOCIATION	AMERITECH	APPLE COMPUTER
APPLE EWORLD	APPLIED GRAPHICS TECHNOLOGIES	ARISTO INTERNATIONAL CORPORATION
ARISTO INTERNATIONAL CORPORATION	ASIA PACIFIC VENTURES	AT&T
AT&T CONSUMER INTERACTIVE SERVICES	AT&T EASYLINK SERVICES	AT&T INTERCHANGE
AT&T PERSONALINK	ATLANTIC MONTHLY	ATLANTIC RECORDS
AUTO INTELLIGENCE, INC.	BANCROFT-WHITNEY	BANK OF AMERICA
BANNER BLUE SOFTWARE	BANTAM DOUBLEDAY DELL NEW MEDIA	BASELINE
BBS MAGAZINE	BELL ATLANTIC	BELL NORTHERN RESEARCH
BERTELSMANN MUSIC GROUP	BEYOND THE WALL	BLACK STONE VIDEO
BLENHEIM	BLOCK FINANCIAL SOFTWARE	BLUE CROSS/BLUE SHIELD OF MA
BMG INTERACTIVE ENTERTAINMENT	BOLT BERANEK & NEWMAN	BON APPETIT MAGAZINE
BOOZ-ALLEN & HAMILTON CONSULTING	BOSTON CONSULTING GROUP	BOSTON GLOBE
BOWES DENTSU & PARTNERS	BOXER JAMS PRODUCTIONS	BRENTWOOD LIFE SYSTEMS
BROADCASTING & CABLE MAGAZINE	BROOKEHILL EQUITIES, INC.	BSG
BSG	BUSINESS WEEK	BYRON PREISS MULTIMEDIA
CABLE TELEVISION SERVICES	CABLE WORLD	CABLEVISION SYSTEMS
CATALINA MARKETING CORPORATION	CATALOG 1	CATAPULT ENTERTAINMENT
CBS	CENTRAL COAST COMMUNICATIONS	CHECKFREE CORPORATION
CHEMICAL SECURITIES	CHICAGO ONLINE	CHILTON
CIRCUIT CITY	CLOUTIER	CMC
CMP NETGUIDE MAGAZINE	CMP NETGUIDE MAGAZINE	CMP PUBLICATIONS
CNBC/AMERICA'S TALKING	CNN INTERACTIVE	COGECO
COHN & WELLS	COLLEGE VIEW PARTNERSHIP	COLUMBUS DISPATCH
COMMUNICATIONS DATA SERVICES	COMPAQ COMPUTER	COMPTON'S NEW MEDIA
COMPTON'S/TRIBUNE NEW MEDIA	COMPUSERVE	COMTEX
CONGRESSIONAL QUARTERLY INC.	CONNECT	CONNECTSOFT
CONNORS COMMUNICATIONS	CONTENTWARE	CONTINENTAL COMMUNICATIONS GROUP
COPITHORNE & BELLOWS	CORBIS	COURT TV
COWLES BUSINESS MEDIA	CRAWFORD COMMUNICATIONS, INC.	CREATIVE ARTIST AGENCY
CUC INTERNATIONAL	CYBERSURFER MAGAZINE	DATA BROADCASTING CORP.
DATAQUEST	DATASPHERE INTERACTIVE	DATATIMES CORPORATION

# LIST OF ATTENDEES TO THE CONSUMER ONLINE SERVICES II CONFERENCE

DATAVÄRLDEN	DAVID POWELL, INC.	DAVIS-FORD ASSOCIATES
DAYTON'S HUDSON'S CORP.	DDB NEEDHAM	DDD SOFTWARE INC.
DECEMBER INTERACTIVE	DEFENSE LOGISTICS AGENCY	DELL MAGAZINES
DELPHI INTERNET	DELPHI INTERNET SERVICES	DIDAX
DIELI & ASSOCIATES	DIGITAL INK, CO.	DIGITAL MEDIA: A SEYBOLD REPORT
DIGITAL QUEERS	DISCLOSURE, INC.	DISNEY INTERACTIVE
DOW JONES	DR. DOBB'S JOURNAL	DREYFUS
DREYFUS SERVICE CORPORATION	EASTMAN KODAK COMPANY	EBS INTERNATIONAL
EBSCO PUBLISHING	ECASH	ECHO COMMUNICATIONS CORP.
EDELMANN PUBLIC RELATIONS	EDS ELECTRONIC COMMERCE	EDUCATION ONLINE
ELECTRO GAMES REVIEW	ELECTRONIC CLASSIFIELDS, INC.	ELECTRONIC INDUSTRIES ASSOCIATION
EMERGING MEDIA REPORT	EMPOWER COMPUTERWARE	ENTERTAINMENT NEWSWIRE
ERNST & YOUNG	ESHOP, INC.	ESPN ENTERPRISES, INC.
EUROLINK INTERNATIONAL	EVOLUTION ONLINE SYSTEMS, INC.	EWORLD
EXCERPTA MEDICA, INC.	FAMILY PC MAGAZINE	FEDERAL EXPRESS
FIDELITY INVESTMENTS	FINANCIAL OFFICER'S REPORT	FIND/SVP
FIRST DATA RESOURCES	FISCHER MULTIMEDIA	FLUX - CONTACT EUROPE
FORBES & ASSOCIATES	FORT WORTH STAR TELEGRAM	FTP SOFTWARE
FUTURE INTERACTIVE, INC.	GALACTICOM, INC.	GENERAL INSTRUMENT
GENERAL MAGIC	GENIE	GENIE GAMES
GEOSYSTEMS	GEOWORKS	GILMORE, THOMSON & CO.
GP PUBLICATIONS, INC.	GRAHAM & JAMES	GRASP INFORMATION CORP.
GRP RECORDS	GRUNER & JAHR/PARENTS MAGAZINE	GTE
HAMBRECHT & QUIET	HARPER COLLINS CHILDREN'S BOOKS	HARPWEEK
HEWLETT-PACKARD	HIGHLIGHTS FOR CHILDREN	HILL ARTS & ENTERTAINMENT
HOLLYWOOD ONLINE INC.	HOME SHOPPING NETWORK	HOUSTON CHRONICLE
HQ BUSINESS CENTERS	HSN INTERACTIVE, INC.	HUBBELL LIGHTING, INC.
HUGHES TELECOMMUNICATIONS & SPACE CO.	I*NET TECHNOLOGIES INC.	IBM
IBM SOFTWARE	IBM SOFTWARE MKTG & CHAN. DV.	ICIA
IMAGINATION INC.	INDIVIDUAL, INC	INDUSTRY NET
INDUSTRY WEEK	INFO & INTERACTIVE SERVICES REPORT	INFOCOM/BULLDOG REPORTER
INFOCOMM INTERNATIONAL	INFONAUTICS CORPORATION	INFORMATION ACCESS CO.
INFORMATION HANDLING SERVICES	INGRAM MICRO INC.	INNOVITECH INC.
INNOVONICS INC.	INTECO CORP	INTEL CORPORATION
INTERACTIVE AGE	INTERACTIVE CATALOG CORPORATION	INTERACTIVE CONSUMERS
INTERACTIVE FUTURES INC.	INTERACTIVE SERVICES ASSOCIATION	INTERACTIVE UPDATE

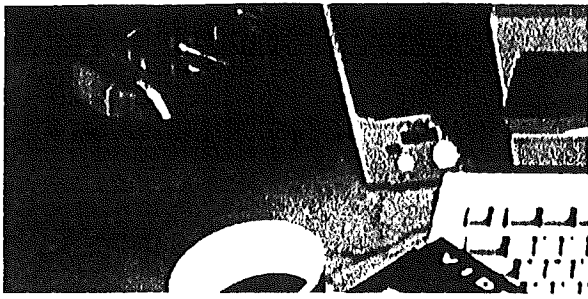


# LIST OF ATTENDEES TO THE CONSUMER ONLINE SERVICES II CONFERENCE

INTERACTIVE WEEK	INTERCHANGE ONLINE NETWORK	INTERNATIONAL COMPUTER GROUP/ESPN
INTERNATIONAL MEDIA STRATEGIES	INTERNET AMERICAS LTD.	INTERNET WORLD
INTERNETICS	INVENTORY LOCATOR SERVICES	IRIS ASSOCIATES
J. WALTER THOMPSON	JOB BOSS SOFTWARE	JOHN WILEY & SONS INC.
JOHNSON SMITH AND KINSELY INC.	JUPITER COMMUNICATIONS	JUPITER INTERACTIVE PRODUCTIONS
KAMIN & HOWELL ENTERTAINMENT INC	KAUFER MILLER COMMUNICATIONS	KING FEATURES SYNDICATE
KNOWLEDGE ADVENTURE WORLDS	L.L. BEAN, INC.	LANDMARK COMMUNICATIONS
LANGUAGE PUBLICATIONS INTERACTIVE, INC.	LEO BURNETT COMPANY	LIFETIME TELEVISION
LOEFFLER KETCHUM MOUNTJOY	LORD DENTSU & PARTNERS	LOTUS DEVELOPMENT CORPORATION
LYCEUM COMMUNICATIONS, INC.	MACROMEDIA	MACWEEK
MACY'S	MAGAZINE PUBLISHERS OF AMERICA	MAMMOTH MICRO PRODUCTIONS
MARITZ, INC.	MARRIOTT OWNERSHIP RESORTS INC.	MARTIN INTERACTIVE
MATRA HACHETTE MULTIMEDIA	MCA, INC.	MCGRAW HILL INC.
MCI TELECOMMUNICATIONS CORPORATION	MCKINSEY & CO.	MEDIAFORUM
MEDIO MULTIMEDIA, INC.	MEGASOFT	MENA AMERICA
MERCER	MERRILL LYNCH, MANAGEMENT SCIENCE	MES
METATEC CORPORATION/ NAUTILUS	METROMAIL CORP.	MGM MEDIA GRUPPE MÜNCHEN
MICROSOFT CORPORATION	MINDSCAPE	MIT MEDIA LAB
MITSUI & CO. (USA), INC.	MODEL PROPERTIES	MONEY MAGAZINE
MORTGAGE POWER SOFTWARE, INC.	MSI MARKETING	MSPI BERGENROTH INTERNATIONAL CONSULTA
MULTIMEDIA MONITOR	MULTIMEDIA PUBLISHING CORPORATION	N2K, INC.
NATIONAL FULFILLMENT, INC.	NATIONAL MEDIA CORPORATION	NATIONAL SOFTWARE REVIEW
NBA	NBC	NETSCAPE COMMUNICATIONS CORP.
NETWORKS!	NEW CENTURY EDUCATION CORPORATION	NEW CENTURY PRODUCTIONS
NEW ENTERPRISE ASSOCIATES	NEW WORLD ENTERTAINMENT	NEW YORK NEWSDAY
NEW YORK POST	NEW YORK TIMES	NEW YORK WEB
NEWS/BROADCAST NETWORK	NEWSWEEK INTERACTIVE	NEXUS SIX
NFL	NICKELODEON	NICKELODEON/NICK AT NIGHT ONLINE
NIEHAUS, RYAN, HALLER PUBLIC RELATIONS	NIKE	NIST - MANUFACTURING EXTENSION PARTNERS
NORTHERN TELECOM	NTT AMERICA, INC.	NTT LEARNING SYSTEMS CORPORATION
NYNEX INFORMATION TECHNOLOGIES	OCLC	OMNI MAGAZINE
ON RAMP, INC.	ONLINE ACCESS	ONLINE COMPUTER LIBRARY CENTER, INC.
ONLINE MAGAZINE	ONLINE SERVICES CORP.	OPEN MARKET, INC.
OPTIGON INTERACTIVE	OUTLAND	PAINWEBBER
PAPYRUS DESIGN GROUP	PAT DUNBAR & ASSOCIATES	PC WEEK
PC WEEK-JAPAN	PC WORLD	PEARSON, INC.

# LIST OF ATTENDEES TO THE CONSUMER ONLINE SERVICES II CONFERENCE

PERSONAL LIBRARY SOFTWARE	PHILADELPHIA ENQUIRER	PHOCUSWRIGHT, INC.
PHOENIX NEWSPAPERS	PHYSICIANS ONLINE, INC.	PLANET OPTIGON, INC.
PLANETARY NEWS, INC.	POPULAR ELECTRONICS	PORTER/ NOVELLI
POSTNET	PRESSLINK INC.	PRICE WATERHOUSE
PRIMARY ACCESS	PRODIGY SERVICES CO.	PRODIGY SERVICES COMPANY
PROGRESSIVE NETWORKS	PUBLISHING TRENDS & TRENDSETTER	PUTNAM INVESTMENTS
R. PATTON & ASSOCIATES	RADISH COMMUNICATIONS SYSTEMS, INC.	RADISSON HOTEL INTERNATIONAL
REACH NETWORKS INC.	REALITY ONLINE, INC.	REALTECH
REALTIME SPORTS, INC.	RED HERRING	REDGATE
REUTERS AMERICA INC.	REUTERS NEW MEDIA	RIKSMEDIA AB
ROCKWELL INTERNATIONAL, INC.	RODALE PRESS	RODALE PRESS
ROGERS CABLESYSTEMS, LTD.	ROLLING STONE	ROSENBLUTH INTERNATIONAL
ROSENBLUTH TRAVEL/TRAVELMATION	ROSS ROY COMMUNICATIONS	RUDER FINN INC.
SAATCHI & SAATCHI ADVERTISING	SAFIRE SOFTWARE	SAI INTERNATIONAL
SALTON-MAXIM HOUSEWARES, INC.	SAM ALBERT ASSOCIATES	SAMSUNG DATA SYSTEMS CO. LTD.
SAN JOSE SHARKS	SANDLER MEDIA	SARITEL SPA
SEATTLE POST INTELLIGENCER	SECURITY MANAGEMENT MAGAZINE	SELF MAGAZINE
SIMON & SCHUSTER	SIMUTRONICS CORPORATION	SKYCONNECT, INC.
SKYTEL	SMITHSONIAN INSTITUTION	SNET MULTIMEDIA
SON FOREST SYSTEMS	SONOPRESS, INC.	SONORA FILM BROKERAGE
SONY	SONY ELECTRONICS	SONY IMAGE SOFT
SONY MUSIC	SONY NEW TECHNOLOGIES	SOUTHWESTERN BELL TECHNOLOGY & RESOU
SPENCER STUART	SPORTS FUTURES	SPORTS ILLUSTRATED
SPORTSLINE USA, INC.	SPRINT	SPS PAYMENT SYSTEMS
SPYGLASS, INC.	STANDARD & POOR'S - MARKET SCOPE NEWS	STARWAVE CORP.
STERLING PAYOT CO.	STERLING PAYOT COMPANY	STOCKALERT INC
SUNSHINE INTERACTIVE NETWORKS	SUPER ASCII	SWEDEN POST
SYNDICATION NEWS	TADIRAN INFORMATION SYSTEM	TARGETBASE MARKETING
TECHNAUTICS, INC.	TECHNOLOGY PERSPECTIVES	TELEBASE SYSTEMS, INC.
TELEMEDIA, INC.	TELENOR MEDIA	TELESHUTTLE CORPORATION
TEXAS INSTRUMENTS	THE AMERICAN PAYROLL ASSOCIATION	THE ATLANTIC MONTHLY
THE BOSTON CONSULTING GROUP	THE CAPITAL GROUP, INC.	THE CHICAGO CORPORATION
THE ENTERTAINMENT CONNECTION INC.	THE FAMILY EDUCATION NETWORK	THE IMAGINATION NETWORK
THE KELSEY GROUP, INC.	THE LEARNING CO.	THE MARC GROUP
THE MARKETING PULSE	THE MERIDIAN GROUP INC.	THE PORTAL INFORMATION NETWORK
THE SECTION COMPANIES	THE WELL	THOMSON FINANCIAL SERVICES



## ***Meet the Fortune 1000***

## ***Meet the future innovators of tomorrow!***

CEO's and Presidents, Senior VPs, Product Development Gurus, and Marketing Directors, who are building or plan to build interactive networks will attend. Our roster of speakers reads like a "Who's Who" of online services. Negotiate major deals on the spot! The people attending our conference are the newsmakers on the leading edge of interactivity.

*"...As we begin planning our marketing schedule for the next year, your conferences rank among the top as 'musts' for attending, exhibiting, and presenting."*

**-Jela Trivunovic,**  
Marketing Manager, Metromail

## **AGGRESSIVE MARKETING, AGGRESSIVE PROMOTION**

Jupiter is a leading market research house covering the interactive industry. Continuously tracking thousands of companies, Jupiter knows all the players. From CD-ROM to online/Internet to telco and cable, Jupiter's analysts and editors are tracking, analyzing and bringing together the industry. Jupiter is also a major conference producer, convening the major players through a number of marketing channels.

*\* Over 100,000 pieces of direct mail are dropped for each conference. Jupiter has one of the most extensive databases of the interactive industry.*

*\* Major ad campaigns throughout the country: Jupiter's conference ads in publications from Interactive Age to Upside Magazine to Broadcast & Cable.*

## **COURTING THE PRESS**

As a major supplier of interactive news to the print & broadcast industry, Jupiter is written up in hundreds of newspapers and magazines including: *The Wall Street Journal*, *BusinessWeek*, *Forbes*, *The New York Times*, and *The San Jose Mercury News*. Jupiter conferences have been covered by: CNBC, CNN, Wall Street Week – even on Brazilian TV!

## **LIVE ON THE INTERNET! LIVE ONLINE!**

The conference will be broadcast live around the world on a number of online services. Real-time discussion and virtual auditoriums will present conference highlights.

## **INTERNATIONAL DELEGATION**

Jupiter also attracts major global players, from Europe's media powerhouses to large consumer electronics firms in Japan and Southeast Asia. In addition, players from Canada and Latin America will be attending.

## **HANDS ON ONLINE LABORATORY**

A number of companies will show their Online services, Internet gateways, Web sites and local or national Bulletin Boards. Call us to see how your company can participate. The Jupiter Web site is a great place to show off your goods and services.

## EXHIBITOR SUPPORT

Our exhibitors represent the very latest advances in new technology and are an integral part of our conferences. Since we value your contribution so highly, we include in the price of exhibition all of the following:

- *Table top or 10 x10 booth.*
- *One free seminar registration, good for all conference events.*
- *Company description in the coursebook.*
- *Invitation to attend receptions for optimum networking opportunities with attendees, speakers and press.*
- *Hanging of banners and signs, installation of computers and modem phone lines.*
- *We will work with you to create your signature event.*
- *Arrangement of press briefings of major news announcements.*
- *Distribution of literature & samples to attendees and press.*
- *Arrangements to be part of Jupiter's online Web site.*
- *Free brochures to distribute to your prospects.*

This event promises to be the hottest interactive event of the year! Meet and sell to hundreds of key industry players. This conference is already becoming a sell-out, must-attend event from coast to coast. Exhibiting at COS'95 will put your company into the national interactive spotlight. ***Reserve your space today!***

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**1-800-481-1212**

## JUPITER CONFERENCES, EXHIBITIONS & NEWSLETTERS

Jupiter has over 6 years of experience in interactive conference management. We produce annual shows throughout the country: Online Developers (Sept.), Defining the Electronic Consumer (Oct.), Consumer Information Appliance (Dec.), Consumer Online Services (Feb.), PLUS FIRST TIME EVER ANNUAL CONFERENCES: Online Marketplace (April), Global Online Services (June), in Brussels, Belgium. Jupiter's analysts comb the interactive community for the top speakers in the field – the true movers and shakers – making Jupiter's conferences well attended by top management from major corporations.

Backing up our conferences is a round-the-clock team of analysts & editors who produce newsletters and special reports for the industry. Jupiter newsletters such as *Consumer Information Appliance*, *Interactive Content*, and *Learning On Demand* are known throughout the industry as up-to-the-minute, comprehensive and spin-free.

*"Incredibly thorough & timely information you can't get anywhere else."*

**-Joshua Grotstein**, Director, Business & Strategic Development, CNBC/America's Talking.

*"Informative & topical, gives us in-depth analysis of events in the interactive marketplace. Right on the mark!"*

**-Jeff Gentry**, President, Home Shopping Network Interactive Inc.

## EXHIBIT HOURS

**Tuesday, April 18** 8:00 a.m.-6:00 p.m.  
Reception 6:00 p.m. to 8:00 p.m.

**Wednesday, April 19** 8:00 a.m. - 5:15 p.m.

## DAY TWO: Wednesday, April 19

9:00 a.m.

### OPENING REMARKS

**Gene DeRose**, President,  
Jupiter Communications

8:50 a.m.

### DAY TWO KEYNOTE

**Martin Nisenholtz**, Director, Content  
Strategy, Ameritech

9:30 a.m.

### WORLD WIDE WEB:

#### WHAT ARE THE EMERGING REVENUE & TRANSACTION MODELS

Is it getting any easier for independent service providers to build the necessary trappings of an online service into a World Wide Web site, thereby gaining the "less cost/more control benefits" that seem so tantalizing? Or should a Web site be thought of as supplementary to other kinds of online service plans? Secure transactions have been promoted for '95 and beyond by Internet zealots, but other than visits, "hits" and the informational value of a digital brochure, is there a transactional future for the Web?

**Charles Jadallah**, Director of Financial  
Services, Netscape Communications Corp.

**Daniel Kohn**, CEO/Founder, NetMarket

**Tom Phillips**, VP, Online, Starwave

**Bill Rollinson**, Vice President, Internet  
Shopping Network

**Paul Grand**, CEO, Digital Planet

**Mike Levy**, Pres./CEO, SportsLine USA

11:15 a.m.

### FINDING IT: CLASSIFIEDS, CUSTOMIZED SEARCHING, ELECTRONIC YELLOW PAGES

Services, stores and sites are proliferating at a dizzying pace, and with the emergence of the Web, the entire net is becoming increasingly decentralized and anarchic. What is emerging to help the consumer process and navigate through it all? Whether a shopping "center" or a classified listing "site," issues of categorization and customization remain. In addition, the old concept of telco electronic yellow pages is revitalized when matched with Web links, hot lists, and intelligent agency—but whose business will that be to leverage as time goes on?

**Kathy Ives**, Director, Interactive Services,  
Nynex

**Gary Kremen**, CEO, Electric Classifieds

**Lisa Gansky**, Vice President, O'Reilly &  
Associates/Global Network Navigator

12:15 p.m.

### LUNCHEON

1:30 p.m.

### PAYING FOR IT: TRANSACTION PROCESSING & ONLINE SECURITY

Proprietary online systems may offer the kind of secure transactions that service providers require to do business online, but with the Web, open systems have a leg up on winning the war. During the past year, several groups have claimed to have mastered the missing link of online selling. Do any of them really have the answer?

**David Chaum**, Managing Dir., DigiCash  
**Lee Stein**, Pres./CEO, First Virtual Holdings  
**Michael Slade**, Vice President, Corporate  
Services, Checkfree Corporation  
**Anne Perlman**, Vice President & General  
Manager, Tandem Computers

2:45 p.m.

### GENERATING NEW ONLINE REVENUES FOR TRADITIONAL CONTENT PROVIDERS

For publishing players who have dabbled in the online world—picking up a few users, learning some nice lessons, and pocketing some change—the time has come to start generating revenues. But how does a content player go about the process of building an online store, developing an advertising model, or developing other value-added applications that will generate revenues?

**Audrey Weil**, Sr. VP, America Online  
**Roland Sharette**, Director,  
J. Walter Thompson/OnLine  
**Maria Wilhelm**, Director of New Media,  
People Magazine Online  
**Jill Bequette**, Coordinator of Online  
Information, Chicago Online  
**Regina Brady**, Dir. Customer Promotion,  
CompuServe

4:15 p.m.

### INTERACTIVE TELEVISION: ONLINE SERVICES AS TRANSACTIONAL MODEL

Beyond the PC, what are the digital devices that will be driving online transactions and marketing into the next century? Underscoring much of the full service network planning is a belief that the online marketplace will grow into a trillion-dollar bonanza known as interactive television. Visionaries look into the future and tell us what they see.

**Martin Nisenholtz**, Director, Content  
Strategy, Ameritech  
**Brian Litman**, VP, U S Avenue/  
U S West Interactive Video Enterprises  
**Andrew DeMeo**, Director,  
NatWest Bank-Interactive TV  
**Rick Fernandez**, Senior Vice President,  
CUC International

5:15 p.m.

### ADJOURNMENT

## MORE RESOURCES FROM JUPITER COMMUNICATIONS

**If your company is planning to enter the burgeoning online services market, don't leave the conference without Jupiter's library of research reports and a subscription to the industry's premier newsletter, INTERACTIVE CONTENT.**

### INTERACTIVE CONTENT NEWSLETTER

is an unrivaled source of information on the consumer online services industry, featuring monthly coverage of entry strategies for the online and interactive industries, as well as the latest news from the commercial online services and the Internet.

**\$495**

### THE 1995 CONSUMER ONLINE SERVICES REPORT

is the definitive resource manual for information on the varying segments and competitors in the consumer online services market, concentrating on major existing and future players. **\$1895**

### THE 1995 AMERICA ONLINE REPORT

is a thorough market research study and analysis of on the fastest growing service in the U.S. The report describes how AOL tripled its size in the past 18 months, attracting major media alliances such as *Time*, ABC/Cap Cities and *The New York Times*.

**\$895**

### THE 1995 ONLINE NEWSPAPER REPORT

is a comprehensive examination of the newspaper industry's rapid entry into the online field. It includes profiles of 70 newspapers' online services, some established and some currently in development and due to launch in 1995. The report analyzes the various avenues for going online (dial-up BBS, Internet and World Wide Web, commercial online services like America Online & Prodigy), discussing the strengths and weaknesses of each approach.

**\$995**

### THE 1994 TELCO VIDEO SER- VICES REPORT

is your complete guide to the emerging market for consumer-based video and multimedia services offered by telephone companies and their alliance partners. *The 1994 Telco Video Report* provides an insider's view of the emerging world of broadband interactive information and video services, giving readers a comprehensive understanding of what direction each of the RBOCs and major independent telcos are going.

**Reduced to \$485**

### THE 1995 HOME SHOPPING REPORT

is a comprehensive guide to the emerging market for home-based retailing and transaction services, featuring a special focus on the explosive growth developers envision as interactive cable, video dial tone, and computer online services converge.

**Reduced to \$445**



The conference features material that is valuable to the following organizations and the specific staffs within each organization:

#### Television/Media

**Interactive Platform Developers  
Programmers  
Intelligent Cable Box Manufacturers**

#### Telephone & Cable Companies

**Telco/Cable Convergence Firms  
Video Service Providers  
Yellow Page Publishers**

#### Electronic Retailing & Transactions

**Retailers  
Travel/Reservation Agencies  
Advertising Agencies  
Marketing Communications Firms**

#### Consumer Electronics & Computing

**Manufacturers  
Multimedia Developers  
Software Developers  
Peripheral and Display Companies**

#### Publishing

**Magazine Publishers  
Newspaper Publishers  
News Organizations  
Book Publishing Houses  
CD-ROM/CD-I Publishers**

#### Financial Institutions

**Banks  
Brokerage Houses**

#### Online Services

**System Operation Firms  
Content Providers  
Service Bureaus  
Packet Network Operating Firms  
Interface/Software Design Firms**

# ONLINE MARKETPLACE '95 CONFERENCE

## April 18-19, 1995

### THE SHERATON CHICAGO, HOTEL & TOWERS CITYFRONT CENTER

Sponsored By: **Jupiter Communications**

☐ Register me for **ONLINE MARKETPLACE '95**  
April 18-19, 1995 for \$1050.\*

On Tuesday, I would prefer

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☐ Payment Enclosed

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Signature (required)

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Jupiter Communications would like to thank

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Networking For A Powerful Connection.

## REGISTRATION & INFORMATION

### CONFERENCE FEE AND PAYMENT:

Registration for **Online Marketplace '95** is \$1050. \*Early bird rate is \$100 off, if registration and payment are received by April 5, 1995.

**Included in the registration fee** are all conference sessions, admission to the exhibit area, continental breakfasts, lunches, refreshment breaks, reception, and the conference coursebook.

**The conference begins** at 9:00 a.m. on Tuesday, April 18 (registration begins at 8:15 a.m.) and ends at 5:15 p.m. on Wednesday, April 19, 1995.

### TEAM DISCOUNTS:

- \$100 off per person for teams of four or more.
- \$50 off per person for two or three persons registering.
- All must register at the same time and all payments are due prior to the conference.

### CANCELLATIONS AND SUBSTITUTIONS:

Cancellations less than one month before the conference are subject to a \$100 service fee. Unfortunately, we cannot make refunds on cancellations made within five days of the conference, however, substitutions are acceptable at any time. Please call and advise us who will be attending. NOTE: A shared registration (one day each per person) is available at an additional \$150 added to the initial conference fee.

### ACCOMMODATIONS:

**Online Marketplace '95** is being held at The Sheraton Chicago Hotel & Towers Cityfront Center, 301 East North Water Street, Chicago, IL. Hotel accommodations are not included in the registration fee, but the hotel has reserved a block of rooms at a discount for those attending the conference (\$119.00). To reserve this special conference accommodation rate, please call The Sheraton Chicago directly at (800) 233-4100 or (312) 464-1000.

### For conference registration by phone:

Call conference registrar, Harry Larson, at (800) 488-4345 or (212) 941-9252.

### To register by mail:

Send registration coupon to Jupiter Communications, 594 Broadway, Suite 1003, New York, NY 10012.

### To register by fax:

Fax order form to (212) 941-7376.